

AMENDMENTS TO THE CLAIMS

Below is the entire set of pending claims pursuant to 37 C.F.R §1.121(c)(3)(i), with any mark-ups showing the changes made by the present Amendment.

1-52 (Canceled)

53. (New) A method of managing virtual documents associated with one or more enterprises on behalf of a plurality of consumers, wherein a given virtual document comprises data associating it with one of the consumers and with one of the enterprises, the method comprising:

a) establishing a network database on a network-connected computer, said network database corresponding to a plurality of consumers, the network database having data records;

b) receiving a first one of said virtual documents at said network-connected computer from a first document source;

c) identifying a consumer corresponding to the first received virtual document and identifying a first enterprise associated with the first received virtual document;

d) storing information from the first received virtual document within the network database in a first data record associated with the identified consumer, wherein the stored information includes the first enterprise identification stored in the first data record;

e) receiving a second one of said virtual documents at said network-connected computer from a second document source that is different from the first document source;

f) identifying the consumer as corresponding to the second received virtual document and identifying a second enterprise associated with the second received virtual document; and

g) storing information from the second received virtual document within the network database in a second data record associated with the identified consumer, wherein the stored information includes the second enterprise identification stored in the second data record.

54. (New) A method according to claim 53, wherein said management of consumers' virtual documents is accomplished by a virtual document database host.

55. (New) A method according to claim 53, further comprising providing a web-based organizer by which said consumers access their managed virtual documents.

56. (New) A method according to claim 53, wherein said virtual documents are respectively sent by the document sources in response to the consumer clicking on buttons in bulk e-mails received by the consumer from at least one of the first or second enterprises.

57. (New) A method according to claim 53, wherein said virtual documents are respectively sent by the document sources in response to the consumer clicking on a hyperlink on a website associated with at least one of the first or second enterprises.

58. (New) A method according to claim 53, wherein said virtual documents are respectively sent by the document sources in response to the consumer clicking on a banner ad associated with at least one of the first or second enterprises and placed on a third-party's website.

59. (New) A method according to claim 53, wherein at least one of the first or second virtual document sources e-mail said first or second virtual documents to said network database on behalf of the consumer.

60. (New) A method according to claim 53, wherein the second enterprise is the same as the first enterprise.

61. (New) A method according to claim 53, wherein at least one of said first or second virtual documents is selected from the group consisting of: merchant coupons, product warranties, sales receipts, product instructions, service instructions, rebates, gift certificates, product registration cards, event tickets, credit card statements, bank statements, and recipes.

62. (New) A method according to claim 53, wherein the consumer is an individual interactive television user and said network database is associated with the individual interactive television user.

63. (New) A method according to claim 62, further comprising sending one of said first or second virtual documents from an interactive television partner computer to said network database upon a request sent from the interactive television user to the interactive television partner computer.

64. (New) A method according to claim 63, wherein the interactive television user requested the first or second virtual document from the interactive television partner computer by selecting a banner ad displayed at the user's interactive television receiver.

65. (New) A method according to claim 64, wherein the interactive television user requested the virtual document by selecting a button within said banner ad.

66. (New) A method according to claim 53, wherein the network-connected computer is selected from the group consisting of: a personal digital assistant of the consumer, a personal computer of the consumer, and a mobile phone of the consumer.

67. (New) A method according to claim 53, wherein the first and second virtual documents are promotional offers, and wherein at least one of the first or second enterprises is a merchant for redeeming the corresponding promotional offers.

68. (New) A method according to claim 67, wherein the promotional offers can only be redeemed with said merchant.

69. (New) A method according to claim 53, wherein the database further comprises one or more categories, said first and second data records being stored in one or more of the categories.

70. (New) A method according to claim 69, wherein said first and second data records being stored in the one or more of the categories based on the enterprise identification.

71. (New) A method according to claim 69, wherein said first and second data records being stored in the one or more of the categories based on the first or second virtual document.

72. (New) A database host for managing virtual documents associated with one or more enterprises on behalf of a plurality of consumers, wherein a given virtual document comprises data associating it with one of the consumers and with one of the enterprises, the database host connected to a network and comprising:

- a) a network database corresponding to a plurality of consumers having network-connected computers, the network database having data records;

- b) a network interface connecting said network database to said network, the network interface configured to receive said virtual documents;

- c) a main server and associated software connected to said network interface and configured to receive a first one of said virtual documents from a first document source, to identify a consumer corresponding to the first received virtual document, to identify a first enterprise associated with the first received virtual document, and to parse into first information elements a first of said data records associated with the identified consumer;

- d) said main server and associated software further configured to receive a second one of said virtual documents from a second document source that is different from the first document source, to identify the consumer as corresponding to the second received virtual document, to

identify a second enterprise associated with the second received virtual document, and to parse into second information elements a second of said data records associated with the identified consumer; and

e) a database manager connected to said network database and said main server, said database manager configured to receive said first and second information elements parsed by said main server and to store said first and second information elements in the network database in the first and second data records, respectively, according to parsing instructions from the main server, wherein the stored first and second information elements include the first and second enterprise identification stored in the respective first and second data records.

73. (New) A database host according to claim 72, wherein said network interface, said main server, and said database manager are all processes running on a single server unit.

74. (New) A database host according to claim 72, further comprising a web server connected to said main server and configured to display web pages accessible by the consumer via a network-connected computer, the web pages providing access to said managed virtual documents.

75. (New) A database host according to claim 72, wherein said virtual documents are respectively received from the document sources in response to the consumer clicking on buttons in bulk e-mails received by the consumer from at least one of the first or second enterprises.

76. (New) A database host according to claim 72, wherein said virtual documents are respectively received from the document sources in response to the consumer clicking on a hyperlink on a website associated with at least one of the first or second enterprises.

77. (New) A database host according to claim 72, wherein said virtual documents are respectively received from the document sources in response to the consumer clicking on a banner ad associated with at least one of the first or second enterprises and placed on a third-party's website.

78. (New) A database host according to claim 72, wherein at least one of the first or second received virtual documents are e-mails sent on behalf of the consumer.

79. (New) A database host according to claim 72, wherein the second enterprise is the same as the first enterprise.

80. (New) A database host according to claim 72, wherein at least one of said first or second virtual documents is selected from the group consisting of: merchant coupons, product warranties, sales receipts, product instructions, service instructions, rebates, gift certificates, product registration cards, event tickets, credit card statements, bank statements, and recipes.

81. (New) A database host according to claim 72, wherein the consumer is an individual interactive television user and said network database is associated with the individual interactive television user's television receiver.

82. (New) A database host according to claim 81, further comprising receiving one of said first or second virtual documents from an interactive television partner computer upon a request sent from the interactive television user to the interactive television partner computer.

83. (New) A database host according to claim 82, wherein the interactive television user requested the first or second virtual document from the interactive television partner computer by selecting a banner ad displayed at the user's interactive television receiver.

84. (New) A database host according to claim 83, wherein the interactive television user requested the virtual document by selecting a button within said banner ad.

85. (New) A database host according to claim 72, wherein the network-connected computer is selected from the group consisting of: a personal digital assistant of the consumer, a personal computer of the consumer, and a mobile phone of the consumer.

86. (New) A database host according to claim 72, wherein the first are second virtual documents are promotional offers, and wherein at least one of the first or second enterprises is a merchant for redeeming the corresponding promotional offers.

87. (New) A database host according to claim 86, wherein the promotional offers can only be redeemed with said merchant.

88. (New) A database according to claim 72, wherein the database further comprises one or more categories, said first and second data records being stored in one or more of the categories.

89. (New) A database according to claim 88, wherein said first and second data records being stored in the one or more of the categories based on the enterprise identification.

90. (New) A database according to claim 88, wherein said first and second data records being stored in the one or more of the categories based on the first or second virtual document.